



# higher education & training

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Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

**N960(E)(N26)H  
NOVEMBER EXAMINATION  
NATIONAL CERTIFICATE  
MARKETING RESEARCH N6**

(4030086)

**26 November 2014 (X-Paper)  
09:00–12:00**

**This question paper consists of 7 pages.**

**DEPARTMENT OF HIGHER EDUCATION AND TRAINING**  
**REPUBLIC OF SOUTH AFRICA**  
NATIONAL CERTIFICATE  
MARKETING RESEARCH N6  
TIME: 3 HOURS  
MARKS: 200

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**NOTE:** If you answer more than the required number of questions, only the required number of questions will be marked. All work you do not want to be marked must be clearly crossed out.

**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of **THREE** sections:  

SECTION A:	50
SECTION B:	100
SECTION C:	50
GRAND TOTAL:	200
  2. Read **ALL** the questions carefully.
  3. Number the answers according to the numbering system used in this question paper.
  4. **ALL** questions are answered in the **ANSWERBOOK**.
  5. **SECTION A** and **B** are **COMPULSORY**.
  6. **SECTION C:** Answer only **ONE** question in this section.
  7. Start each question on a **NEW** page.
  8. Write neatly and legibly
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**SECTION A (COMPULSORY)****QUESTION 1**

1.1 Various options are provided as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (1.1.1–1.1.10) in the ANSWERBOOK.

1.1.1 Which of the following should be taken into consideration when you design a mission statement for a marketing research firm? It should be ...

- A understood by all.
- B easily be remembered.
- C feasible to implement.
- D all of the above.

1.1.2 Problem solving research will attempt to solve ...

- A sales problems.
- B market share problems.
- C market segmentation problems.
- D all of the above.

1.1.3 Which of the following is an example of an internal secondary source documents?

- A Stock sheets
- B Census
- C Directories
- D Indexes

1.1.4 The range in data analysis refers to ...

- A measures the spread of data.
- B is the square root of the variance.
- C measures the standard deviation.
- D measures the population compilation.

1.1.5 The Variance ...

- A measures the spread of the data.
- B is the square root of variance.
- C is the squared deviation from the mean.
- D is the true population.

1.1.6 Which of the following is NOT an example of probability sampling methods?

- A Simple random sampling
- B Systematic sampling
- C Stratified sampling
- D Quota sampling

1.1.7 An advantage of Projective Technique is:

- A Yield valuable information
- B Can be expensive
- C Analysis and interpretation is difficult and subjective
- D Sometimes respondents are required to engage in unusual behaviour

1.1.8 Parameters refers to...

- A a summary description of a fixed characteristic of the target population.
- B confidence levels of the population.
- C a statement in which no difference is expected.
- D an alpha error.

1.1.9 Statistics refer to ...

- A a summary description on a characteristic of the target population.
- B a summary description on a fixed characteristic of the population.
- C the acceptance of the null hypothesis.
- D acceptance of a type one error.

1.1.10 The marketing mix instrument includes the following:

- A Price
- B Product
- C Promotion
- D All of the above

(10 × 2) (20)

1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.2.1–1.2.15) in the ANSWERBOOK.

1.2.1 Inflation is a market factor that can determine an increase or decrease in the price of goods and services.

1.2.2 MIS can be defined as integrated hardware, communication networks and data base software.

- 1.2.3 Marketing research is only a function of the staff within an organisation.
- 1.2.4 During unstructured observation, the researcher specifies in detail what is to be observed and how measurements are to be recorded.
- 1.2.5 In structured observation all aspects of a phenomenon that seems relevant to the problem at hand is observed.
- 1.2.6 An advantage of cluster sampling is that it is easy to implement.
- 1.2.7 Mode refers to the value that occurs most frequently.
- 1.2.8 An advantage of snowball sampling is that it can estimate rare characteristics.
- 1.2.9 In-depth interviews are conducted by a friend in a structural manner.
- 1.2.10 Validity means that a test is valid.
- 1.2.11 An advantage of simple random sampling is that assurance of representation is guaranteed.
- 1.2.12 Income can be classified as demographic segmentation.
- 1.2.13 Age is an example of geographic segmentation.
- 1.2.14 The introduction of the report refers to the management summary.
- 1.2.15 The cover page is the only section in a report that the management will read. (15 × 2) (30)
- TOTAL SECTION A: 50**

## SECTION B: (COMPULSORY)

### QUESTION 2

- 2.1 Discuss the steps in marketing research. Support your discussion with appropriate examples (30)
- 2.2 When should a firm undertake marketing research? (5 × 2) (10)
- 2.3 What are the benefits of consulting secondary data first in marketing research? (5 × 2) (10)
- [50]**

**QUESTION 3**

- |                         |  |              |
|-------------------------|--|--------------|
| 3.1                     | Design any FIVE different types of QUALITATIVE questions for a questionnaire as a research instrument. | (20)         |
| 3.2                     | List FIVE minimum criteria that you would consider with the selection of fieldworkers.                 | (5 × 2) (10) |
| 3.3                     | Explain the role of marketing research in the decision making process.                                 | (5 × 2) (10) |
| 3.4                     | Indicate FIVE researcher errors that researchers could make when they administer research information. | (5 × 2) (10) |
| <b>TOTAL SECTION B:</b> |  | <b>100</b>   |

**SECTION C (ANSWER ONE QUESTION ONLY)****QUESTION 4**

- |       |   |              |
|-------|---|--------------|
| 4.1   | List FOUR measuring scales that you can apply in Marketing Research.                    | (4 × 2) (8)  |
| 4.2   | Explain the following TWO methods you can use to analyse sales.                         |              |
| 4.2.1 | Customer analysis   | (3 × 2) (6)  |
| 4.2.2 | Survey of buyers intentions.  | (3 × 2) (6)  |
| 4.3   | Indicate FIVE services that could be rendered by a marketing research firm.             | (5 × 2) (10) |
| 4.4   | What factors would you consider when you determine the size of a sample?                | (5 × 2) (10) |
| 4.5   | Explain why it is important that you stay objective when you write your research report | (5 × 2) (10) |
|       |   | <b>[50]</b>  |

**OR**

**QUESTION 5**

- 5.1 Explain the role of Marketing Research in the growth phase of the product life cycle and also indicate the series of questions that market researchers will focus on. (5 × 2) (10)
- 5.2 Explain 'Determine the Population' as the first step in sample design. (5 × 2) (10)
- 5.3 Explain the role of forecasting in business? (5 × 2) (10)
- 5.4 The title page is one of the items that should be included in the format of the report.  
List any other FIVE items. (5 × 2) (10)
- 5.5 Indicate FIVE objectives that you have to consider for a good measuring scale. (5 × 2) (10)
- [50]**

**TOTAL SECTION C: 50**  
**GRAND TOTAL: 200**